



Media Release: Friday, 31 August 2012

Wolf Blass celebrates the release of its 2012 Luxury Collection

While the warmer weather is almost upon us, robust reds will still be on the minds of wine collectors this spring with iconic Australian wine label Wolf Blass set to launch its highly anticipated 2012 Luxury Collection. Available from 29 August, this superior collection features four classic wines from three stellar vintages.

The four new release Luxury Collection wines are:

- **2010 Wolf Blass Grey Label McLaren Vale Shiraz**
- **2010 Wolf Blass Grey Label Langhorne Creek Cabernet Sauvignon Shiraz**
- **2008 Wolf Blass Black Label Langhorne Creek Barossa McLaren Vale Cabernet Sauvignon Shiraz Malbec**
- **2009 Wolf Blass Platinum Label Barossa Valley Shiraz**

The 2012 Wolf Blass Luxury Collection is the latest chapter in what has become a true benchmark of Australian winemaking and exemplifies the Wolf Blass philosophy of quality, character and consistency.

Wolf Blass chief winemaker, Chris Hatcher says of the new Collection; *“The 2012 Luxury Release introduces a stand-out collection of wines embossed with the classic Wolf Blass hallmarks of excellence and distinction.”*

“We’ve teamed up two exceptional Grey Label wines from the outstanding 2010 vintage, which pay homage to Wolf Blass’ roots and celebrate regional and varietal individuality. From the much-lauded 2008 vintage, Black Label is the perfect expression of provenance and skilful blending, while as the perfect counterpoint, 2009’s cooler harvest has enhanced the purity and line of the Medlands Estate terroir, which is evocatively reflected in the Platinum Label Shiraz,” Hatcher continues.

Returning to the Wolf Blass Luxury Collection, the **2010 Wolf Blass Grey Label McLaren Vale Shiraz** is a classic example of power and elegance. Deeply flavoured and generous, yet elegantly structured, this celebrated wine expresses all the hallmarks of the distinctive Wolf Blass style.

Regionally evocative with plush, vibrant fruit and fine structural tannins, this wine is perhaps the definitive interpretation of McLaren Vale Shiraz. Fruit sourcing from diverse terroirs across the region contributes layered complexity to the final wine, while at all times definitively expressing the unique stamp of McLaren Vale.

“The 2010 vintage from McLaren Vale is exceptional and we are proud to return to this esteemed region after being unable to make this wine last year,” Hatcher says.

Joining its sibling as part of the luxury collection and with a history as old as the Wolf Blass brand itself, the **2010 Wolf Blass Grey Label Cabernet Sauvignon Shiraz** from Langhorne Creek is an evolution of the first wine made by Wolf Blass in 1967. The exceptional quality of Langhorne Creek fruit from the 2010 vintage has seen Wolf Blass return to its roots and create a classic blend of 56 per cent Cabernet Sauvignon and 41 per cent Shiraz.

This wine showcases the hallmark Grey Label characteristics including depth of flavour, varietal characteristics and fruit concentration – with just a touch of the classic Langhorne Creek eucalypt and mint characters.

Wolf Blass’ standard bearer of regional and varietal blending is of course the iconic, four-time Jimmy Watson-winning ‘Black Label’.

The **2008 Wolf Blass Black Label Cabernet Sauvignon Shiraz Malbec** marks the 36th consecutive release of this wine, first crafted in 1973. And it is perhaps the ultimate statement of the master blender’s art – three regions, three varieties – and a masterful, complete and supremely balanced result.



At the heart of the wine is Langhorne Creek Cabernet Sauvignon – representing 68 per cent of the blend, 27 per cent is Shiraz with half from McLaren Vale and half from the Barossa. The remainder of the blend is a delicious five per cent of Langhorne Creek Malbec – long a staple of this famed wine and an unassuming but integral part of the Black Label alchemy.

Anchoring the 2012 Wolf Blass Luxury Collection is the **2009 Platinum Label Barossa Valley Shiraz**. This is the second consecutive vintage sourced from the Medlands vineyard at Dorrien in the Central North Barossa Valley floor. Originally purchased by Thomas Radford Sage in 1882, the single vineyard Medlands Estate was replanted largely with Shiraz in the late 1990s and has been carefully nurtured to produce the highly exclusive Platinum Label, available in limited quantities.

The palate is complex, with layered flavours led by intense, mouth-watering blueberry coulis supported and by freshly ground coffee, dark chocolate and spicy oak. Concentrated, rich and velvety, this wine is matured exclusively in French oak barriques, most of which were new, for 22 months. It is the very model of a modern Barossa Valley Shiraz – a classic in the making.

The **Wolf Blass Luxury Release** wines will be available from Wednesday 29 August at premium wine retailers nationally.

2010 Wolf Blass Grey Label McLaren Vale Shiraz	RRP \$44.99
2010 Wolf Blass Grey Label Langhorne Creek Cabernet Sauvignon Shiraz	RRP \$44.99
2008 Wolf Blass Black Label Langhorne Creek Barossa McLaren Vale Cabernet Shiraz Malbec	RRP\$129.99
2009 Wolf Blass Platinum Label Barossa Valley Shiraz 2009	RRP\$169.99

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Notes to editors:

[About Wolf Blass Wines](#)

Wolf Blass was established in the Barossa Valley in 1966 and has grown from a humble tin shed to become one of the world's most successful and awarded wine brands. A recipient of more than 265 Gold medals and 45 Trophies at national and international wine shows, the essence of Wolf Blass wines is exemplified through the passion of its custodians past and present who unswervingly create wines of quality, character and consistency. Visit www.wolfblass.com

[About Wolf Blass AM](#)

Wolfgang Franz Otto Blass was born in 1934 in what used to be East Germany. Moving to Australia in 1961, Wolf first settled in the Barossa Valley. His initial role was with Kaiser Stuhl, and after becoming Australia's first consultant winemaker he quickly developed the reputation as the 'golden boy' of the wine industry. Wolf concentrated on production of red table wines, making it his personal mission to change this trend. Not constrained by tradition, he was revolutionary in using new winemaking and marketing techniques.

In 1974, Wolf won Australia's highest wine award, the Jimmy Watson Trophy for the 1973 Wolf Blass Black Label, the first vintage he produced on his own. It became a talking point around Australia and when he repeated the feat in 1975 and 1976, Wolf Blass Wines well and truly positioned itself to become the icon it is today.

Today Wolf is still actively involved in the global wine industry and continues working as the statesman for the Wolf Blass brand. Wolf's philosophy that all Wolf Blass wines should stand for 'quality, character and consistency' remains as relevant today as when he first began.